



Edinburgh Coffee Festival - Overview

5th October 2019

Edinburgh Corn Exchange
10 New Market Road
Edinburgh, EH14 1RJ

Edinburgh Coffee Festival is a zero-waste event



Edinburgh Coffee Festival - fast facts

Where and when:

Edinburgh Corn Exchange - 10 New Market Road, EH14 1RJ
Consumer and trade event Saturday 5th October 2019

Consumer event:

- Around 3,000 coffee lovers on the Saturday between 10am – 5.30pm
- Attendees run from people just discovering specialty coffee through to seasoned professionals
- Coffee related stands include roasters, coffee equipment, coffee shops
- Also tea, chocolate, cakes, food and merchandise
- A programme of demonstrations and speakers will cover a wide range of topics – for the professional, the curious and the home brewers

Cost to be involved:

- Stands start at £175 for 2x2m and sponsorship/partnership arrangements start at £500, depending on the level of benefit and exposure

Who is involved:

The organisers of the 5th Edinburgh Coffee Festival are a bespoke events management company with a consumer-led passion for specialty coffee. The following organisations are already involved with more in the pipeline:

Specialty Coffee Association	Vegware
Independent Coffee Guide	Union Brewlab

About Edinburgh Coffee Festival

*Saturday 5th October 2019
Edinburgh Corn Exchange
10 New Market Road, EH14 1RJ*

The Edinburgh Coffee Festival is in its fifth year and has grown in quality and size each year - attracting visitors from across Scotland and Northern England. In 2019 around 3,000 eager, excited and community-spirited coffee, tea, chocolate and food lovers will pass through the event.



What's the feel?

In tune with Edinburgh's specialty coffee and foodie culture, the event is **friendly, inclusive, innovative and environmentally sustainable**.

Whether you're a seasoned specialty coffee professional or a curious coffee drinker just starting to understand the joys of specialty coffee, you'll enjoy the event, taste lots of great coffee and learn from exhibitors, speakers and demonstrators.

While coffee is the main act, equally high quality companions such as specialty tea and chocolate, cakes and doughnuts and artisan foods are also much-enjoyed and critical to the success of the Festival.

Doing the right thing

Doing the right thing is at the heart of the Festival. We showcase our business community, encourage the 'little guy' and minimise environmental impact. **In 2019 we're partnering with Vegware again** (to help us make this a zero waste / fully compostable event).



Who buys a ticket?

The Festival attracts a broad slice of the regional demographic from university students to retirees, professionals to home-bodies. The majority of attendees are aged between 21 and 50, evenly split between women and men, all with **disposable income** and all **led by a discerning palette and passion** for sustainable, ethical, high quality produce.

A wide range of coffee professionals attend (in addition to those formally involved) including coffee shop owners, roasters, retailers, technicians and people who are considering starting a coffee-related business.

Specialty Coffee Association (SCA) will be our Education Partner

Education Programme:

SCA will once again be offering training modules at this year's event.

Each course will be tailored to lead on to the full SCA education platform for anyone that is interested in taking their learning further. Visitors can sign up to all courses, or just the ones interested in.





Who are the stand holders?

The Edinburgh Coffee Festival features around 40 specialty stand holders, 70% of which are specialty coffee-related (roasters, equipment retailers, coffee shops, industry experts, educators and demonstrators). The remaining 30% provide a critical balance to the experience and include, speciality tea merchants, bakers and cake-makers, chocolatiers, and artisan arts, crafts and product makers.

Watch and learn – demonstrators and speakers

Every year we put together a programme of specialty coffee speakers and demonstrators. We're working up the programme and will share it as it comes together. If you'd like to speak or demonstrate, please get in touch.



Opportunities for business and partnership

The Edinburgh Coffee Festival provides the perfect platform for companies who wish to promote their products and services in Scotland and the North to over 3,000 discerning consumers with both **disposable income and a passion for sustainable, ethical, high quality produce and products.**

The crowds come and they stay - soaking up the friendly atmosphere, talking to stand holders and taking their time to taste coffees. Tea, chocolate, food and other stand holders give their palettes a break before they continue on their coffee journey.

Because of this friendly immersive experience **consumers take time to interact** and therefore **build a relationship with the people and brands** of stand holders and sponsors.

Sponsoring the Edinburgh Coffee Festival - Innovation and creativity abound

In contrast to some of the large-scale coffee festivals in the UK and Europe, the Edinburgh Coffee Festival is relatively **small but perfectly formed**. We can flex and **innovate to try new things**, brainstorm mutually beneficial opportunities and cross-promote symbiotic products and services in all sorts of ways.

Sponsorship options include value-in-kind as well as cash arrangements to help make the event a mutually beneficial success. Just give us a yell and we'll talk it through with open minds.

Opportunities for businesses and partners, small and large:

Exhibitor stand holder

Stand Size	Total
3m frontage x 3m depth	£360
3m frontage x 2m depth	£260
2m frontage x 2m depth	£175

Pallets will be used to create partitions between stands. Please contact the organising team about opportunities to take non-standard indoor space.





Speaker or demonstrator? We welcome you!

Where the exhibitor stands foster conversations with thousands of individual coffee lovers, being part of our speaker and demonstration programme enables you to talk about your product, ideas or techniques with an audience in a focused and quieter environment.

Attendees come in all shapes and sizes, from experienced professionals through to people starting to appreciate specialty coffee. So we're seeking demonstrators and speakers that are equally diverse.

Brew methods, bean sourcing, sustainability, growing, roast profiling, water chemical construction, equipment demonstrations, coffee consumables, setting up a coffee business, environmental impact...you name it... contact us to chat through your ideas.

Ticket allocation for stand holders, sponsors, demonstrators and partners

Stand holders will receive an allocation of three staff tickets when booking their stand. If you need more than the allocated amount then you can order them when booking your stand.

Ticket allocations for sponsors and partners will be tailored to suit the nature of the partnership.



Edinburgh Coffee Festival marketing & publicity

Promotion of your business is mutually beneficial

We work up a bespoke marketing and public relations plan each year to promote the Festival and build interest in our local specialty coffee scene, sponsors and exhibitors across social, print and broadcast media.

The date of Coffee Festival is also specifically chosen so that it doesn't compete for airspace with some of Edinburgh's most famous festivals.

The closer we work with our partners, sponsors and exhibitors to create interesting stories and angles, the more high-quality publicity we can generate.

So, we'll help to promote your business and ideas as part of our plan – it's just a matter of talking it through together. And if we can all benefit from linking you in with other Festival partners, sponsors or exhibitors, we'll do that too.

4.1. Promotion ideas – we welcome yours:

- Ticket competitions
- Coffee and coffee-related give-aways and competitions
- Leaflets and programmes are widely distributed prior to the event as well as on the day
- Advertisements and PR features in regional and national press.

Previous coverage has been secured in:

- Independent Coffee Guide
- Caffeine Magazine
- The Edinburghers
- The List
- The Scotsman
- Edinburgh Evening News
- The Edinburgh Reporter
- The Skinny
- Studentnewspaper.org
- Metro
- The Student
- Features in local and regional blogs eg. Tartan Spoon and Foodie Explorers





4.2. Social Media/Blogs/Web:

- Promotion through targeted blogs and our own Edinburgh Coffee Festival blog
- Email bulletins to Edinburgh Coffee Fest database
- Promotion through regular updates on the Edinburgh Coffee Festival website
- Dynamic social media campaign through Facebook, Twitter and Instagram
- Cross-promotion online with partners, sponsors and exhibitors.

4.3. Get involved:

- Come to us with ideas and we'll help generate publicity
- Cross-promote your involvement to your customer base, and through your website, shop and social media
- Use the event for new product launches, sampling, research, delivering a talk - can you offer a demonstration or workshop element to the event?
Email info@edinburghcoffeefestival.co.uk with your ideas!



The organisers behind the event are:

- **Project R Events** - Having delivered over 80 major events over the last 20 years satisfying over 10,000 exhibitors and over a million visitors, Martin and his company know how to run a great event.
- **You?** The ECF team are open and creative collaborators with an unwavering commitment to bolstering Scotland's specialty coffee industry through community involvement. We appreciate and look to coffee professionals to realise our aspirations. With your coffee ideas, knowledge and skills, and our drive, organisation and communication skills we can have the best of both worlds. We can create whatever we want to and it's all upside for coffee lovers.

And the venue?

We moved to the Corn Exchange in 2017 because it's bigger, more flexible and more visitor and exhibitor friendly.

Power, water, waste management, parking and unloading, getting your stand set up, audio visuals, health & safety, signage and troubleshooting are all catered for professionally.

The Corn Exchange is west of the city centre, a short distance from the city bypass and motorway network and has rail and bus links on the doorstep, which makes event easily accessible.



CORN EXCHANGE
EDINBURGH





Contacts

Event Manager

Event design
Sponsorship opportunities
Exhibitor enquiries
Enquiries for demonstrations and workshops

Martin Dare

martin@edinburghcoffeefestival.co.uk
0131 333 0969

Digital Marketing

Exhibitor enquiries
Enquiries for demonstrations and workshops

Lotta Robertson

Lotta@edinburghcoffeefestival.co.uk
0131 333 0969

Operations Manager

Terms and conditions
Insurance details
Risk assessments
Exhibitor enquiries
Electrics, AV and Furniture
Stand Location

Fraser McQueen

fraser@edinburghcoffeefestival.co.uk
0131 333 0969

Accounts

Paying for your stand
(cheque, or BACS)

Shona Muir

shona@edinburghcoffeefestival.co.uk
0131 333 0969

Public Relations

Anna Davies

Anna@sceneandherdpr.co.uk
07775 894 012



Photo gallery from last year's Edinburgh Coffee Festival

